

**City of Milpitas
Economic Development Commission
Monday, October 13, 2003**

UNAPPROVED MINUTES

1. Flag Salute

Commission Chair Diane McDonough called the meeting to order at 6:00 p.m. and led the Commission in the Pledge of Allegiance.

2. Roll

Commissioners Present:

Dhaval Brahmbhatt
Frank DeSmidt
Joe Gigantino
Ray Maglalang
Diane McDonough

Donald Peoples
Michael Pham
Vincent Songcayawon
Tomo Tuong Nguyen (Alt. No. 2).

Mayor Jose Esteves (Council Liaison)

Commissioners Absent:

Dr. Karl Black

Christie Gammon (Alt. No. 1)

City Staff Present: Thomas Wilson, Joe Oliva, Cindy Maxwell.

The Chair seated Alternate Tomo Tuong Nguyen in Commissioner Black's seat.

3. Announcements

Commissioner Gigantino noted he recently met with the economic development staff of Gilroy. Commissioner Peoples indicated he has a contact at the Great Mall's new owners, the Mills Corporation and that Santa Clara County is looking for a location for a medical facility. City Manager Tom Wilson noted that the Mayor and Vice Mayor met with the Mills Corporation's General Manager last week. Cindy Maxwell, city staff, noted a white paper on Nanotechnology was included with this month's agenda packet for the Commission's information.

4. Minutes

Motion to approve the minutes as submitted.

M/S: Maglalang/Songcayawon

Ayes: Unanimous

5. Citizens Forum

Commissioner Maglalang circulated a marketing handout from the city of Fremont.

6. Approval of Agenda

Motion to approve the agenda as submitted.

M/S: Songcayawon/Peoples Ayes: Unanimous

7. SWOT Analysis

Maxwell provided an update on the SWOT analysis and described the Commission's task to review and prioritize the revised list from the last meeting. The Commission discussed at length the need for prioritization. The list was prioritized using a series of hand votes as follows:

Strengths

1. Excellent location
2. Housing
3. High quality of life
4. Strong local economy
5. Strong local government

Weaknesses

1. Milpitas' image
2. Missing or in short supply
3. Housing supply needs
4. Slow land development permit process
5. Regional weaknesses
6. Poor school funding

Opportunities

1. Desirable uses
2. Business retention
3. Community characteristics
4. On the horizon
5. Land development
6. Schools

Threats

1. High cost of doing business
2. Recession
3. City budget
4. State government finances
5. VTA services and finances

8. Goals

Mr. Wilson suggested hiring an economic development professional to assist with identifying goals and preparing the City's Economic Development Plan. He noted the consultant could assist with identifying short term goals (3 to 4 years) and long term goals (10 years). He advised that the City Council would need to approve the concept of hiring a consultant. Commissioner Songcayawon indicated he would prefer to have a full time staff person devoted to economic development. Mr. Wilson noted that staffing could be evaluated when the Plan gets to implementation. He described the selection process for a consultant and noted the Commission could be involved in helping to develop the scope of services.

Motion: Recommend the City Council approve the concept of hiring an economic development consultant to assist the Commission with developing the City's Economic Development Plan.

M/S: Gigantino/DeSmidt

Ayes: Unanimous

9. Customer Feedback Methods

It was the consensus of the Commission to forward this report to a possible subcommittee.

10. Forum Report

Commissioners DeSmidt, Maglalang and Songcayawon reported on the September forum "Projections: Silicon Valley 2004" by the Silicon Valley Manufacturing Group. Commissioner Songcayawon distributed handouts.

11. Subcommittees

Commissioner Dhaval discussed why there should be a subcommittee on nanotechnology. Commissioner Peoples suggested that business incentives are an important issue needing further study and analysis. It was the consensus to consider establishing subcommittees for: Business Incentives/Nanotechnology; Business Retention; Legislation/Workers Compensation; Milpitas' Image and the City's Permit Process. Maxwell indicated she would canvas the Commissioners on preferred subcommittees. Commissioner Songcayawon explained that subcommittees were premature and should not be pursued until the economic development plan was completed. There was discussion regarding the role of the subcommittees to educate and inform the Commission and to help them focus on issues. Commissioner Peoples suggested that the subcommittees complete their work within three months.

Commissioner DeSmidt reported on the status of the building fees task force, proposed fire fee changes and that there may be recruitments for some Planning Dept. jobs.

Adjournment

The Chair adjourned the meeting at 8:25 p.m. to November 10, 2003 at 6:00 p.m.

Respectfully submitted,

Cynthia Maxwell, Principal Analyst